

FIG. 1

10.

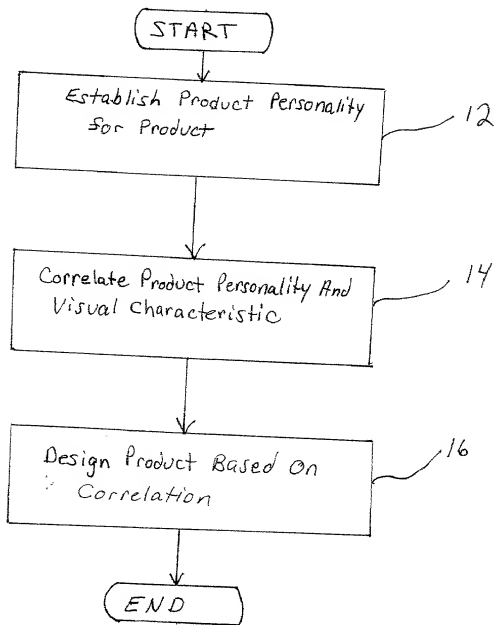


FIG. 2

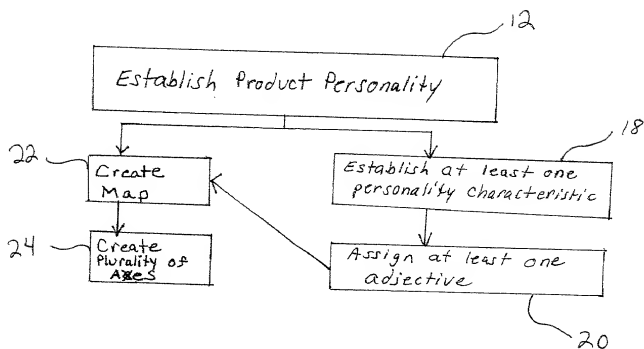


FIG. 3

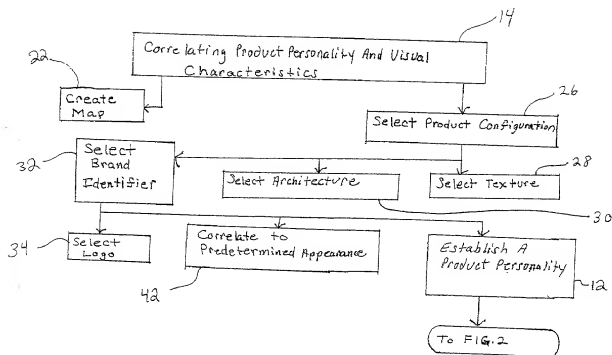


FIG. 4

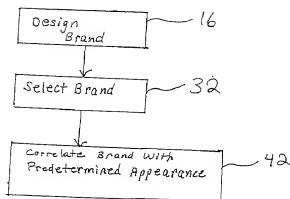


FIG. 5

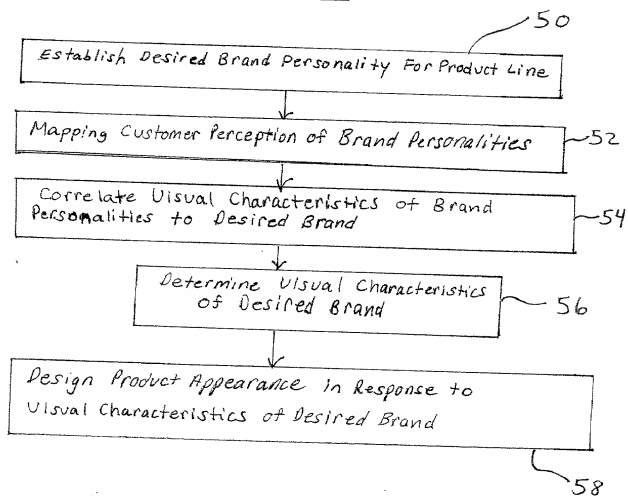


FIG. 6

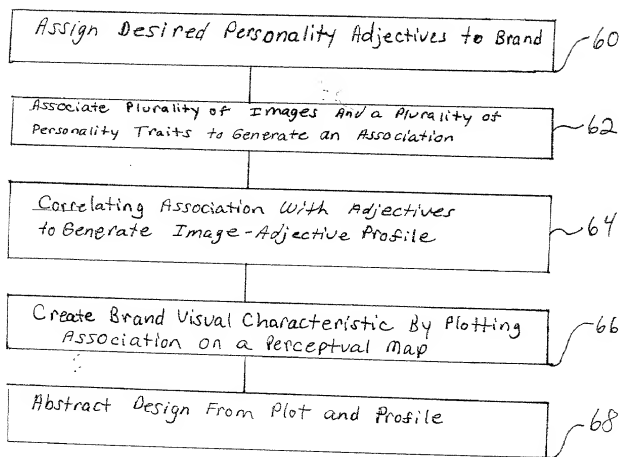


FIG. 7

1 st Appliance
Product Personality
Visual Characteristic

2 nd Appliance
Product Personality
Visual Characteristic

FIG. 8

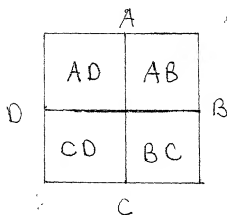


FIG. 9

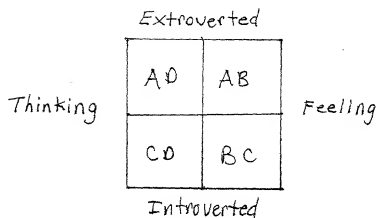


FIG. 10

A	B	C	D
Reliable	Accessible	Reliable	Elegant
Friendly	Classic	classic	Dynamic
Practical	Reasonable	Practical	Creative

FIG. 11

Extroverted	Thinking	Introverted	Feeling
Image 1	Image 2	Image 3	
Image 2		Image 4	Image 4